044-454-4401-10E94

CONTRACT APPROVAL REQUEST

Promotion:	**COLORADO STATE FAIR** **Marlboro Music Concert Sponsorship**
Vendor:	Colorado State Fair
Financial Impact:	1996 - $50,000; $25,000 paid upon execution of contract; $25,000 due on August 12th **(increase due to incorporation of Marlboro Country Cookbook Program)** 1995 - No direct sponsorship dollars will be paid to Colorado State Fair
Project Manager:	Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris USA covers the arrangements for participation in the Colorado State Fair to be held from August 17 - September 2, 1996. This event involves Marlboro Country Cookbook Grill, promotional booth, name generation and incentive distribution.

As the premier tobacco sponsor, the Marlboro brand will have a major presence at this event through the:

- Use of one 60' x 60" location for the operation of Marlboro Country Cookbook Grill and tasting unit to enclose with fencing;
- Collecting $2.00 entry fee per person for entrance to Grill area in which all proceeds benefit a charitable organization;
- Distribute food and beverages featured in the Marlboro Country Cookbook to adults twenty-one years of age or older who pay entrance fee;
- The right to distribute incentive items and conduct name generation to smokers twenty-one years of age and older in the Grill area;
- Hourly cooking/cookbook incentive sweepstakes to adults twenty-one years of age or older;
- Host a party in Grill area on the evening of Friday, August 16. Two seatings will take place between the hours of 5:00 and 9:00pm;

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- Display banners and signage on and Grill area and at other locations mutually agreed upon;
- Sufficient number of staff badges, 1,000 complimentary tickets for each day, advance purchase of 20 grandstand tickets, 4 complimentary Event VIP passes;
- Utilize the VIP tent at Event each day, if available;
- Place information about cookbook demonstrations in daily "Treat Sheets"; and,
- Recognition in advertising placed in connection with the event.

Financial Elements:

This agreement covers Marlboro's arrangement with Colorado State Fair and the brand's presence at the event and Marlboro Music concert date. The total sponsorship fee will be $50,000 payable as stipulated as above.

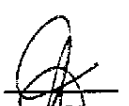
Vendor Selection:

The Colorado State Fair is the most popular attended event in Pueblo, Colorado. The Colorado State Fair allows name generation, incentive distribution and signage opportunities. Section 52 strongly recommends our participation at this event and the Marlboro brand group sanctioned our on-site participation and concert date, which will help further brand objectives throughout Colorado.

Budget Implications:

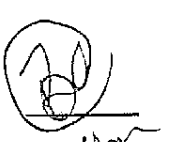
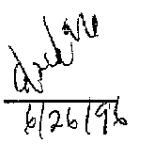
This sponsorship fee has been budgeted in our 1996 program.

Approvals:

J. Fontanez  6/17/96

S. Sampson 6/17/96

I. Broeman For your signature

Finance
B. Colby   6/26/96

Risk Management
L. Robertson _____ _____

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Approvals:

J. Fontanez		6/17/96
S. Sampson		6/17/96
I. Broeman	For your signature	
Finance B. Colby		6/26/96
Risk Management L. Robertson	ZKR	6/27/96

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